

WATCHES
FROM "DIAMOND HALL"
That have passed rigid inspection before being placed in
display cases, and can intelligently advise the pur-
chaser.

ASH BROS.
Jewellers, Diamond Merchants.
10212 JASPER AVE.

A REAL BOOK BARGAIN

This special includes all our
Paper Bound Books, in well
known titles. Good values at
25¢ and 35¢, selling Saturday
and Monday, at only

15¢

The Douglas Co.
LIMITED

10022 JASPER AVE.
Phone 3878-3294

Best Clover Bar Coal
NONE BETTER
Office Phone 6881; House Phone 4879
Room 5, Mortlake Block.
The Clover Bar Coal Co., Ltd.

We are British
**IMPERIAL MEAT
MARKET**

10128 103 ST. Phone 1924.

On the West Side, two doors
South of Bijou.

Do not mistake the address.

BEEF Roast from 12½¢

ROUND Steak, 2 lbs. for 35¢

ROAST Beef and Joly 20¢

BONE Steak 20¢

SOUP of the best 20¢

SHILOH Steak 20¢

HAM, PORK 16¢

Bacon, Best, No. 16¢

Special Baby Beef Roast, per
lb. 16¢

**DOMINION MEAT
MARKET**

Cor. of Kirkness and Spruce.
Phone 7104.

J. H. HACKNEY,
Prop. of Both Markets.

The Friendliest Kind
"of a Tip"



Do not drop your insurance because "times are hard." You need the protection now more than ever.

A serious loss with no insurance would not improve matters.

Think it over, and insure with

McGeorge & Chauvin
McLeod Block—Phone 1725
ALL KINDS OF INSURANCE
HANDLED.

**CELLULOID HAT
PROTECTORS
FOR SOLDIERS 25¢.**

H. B. Kline & Sons
Premier Jewelers
Cor. Jasper and 99th Street

Births, Marriages, Deaths
Notices under this heading will be
inserted free of charge. Photo in
addition to sending them to News
Editor, No. 1214.

BORN:

CHATELLERAU—AT 12:05 1920, to Ernest, Ed-
ward and George, the wife of Capt. A. P. Chastell, third O.
R.M.C., C.E.P. & M.A.

Coming Events

Announcements of meetings (con-
ferences, lectures, etc.) and social
gatherings of all kinds which no
matter what the purpose, or the
organization or article sold, will be pub-
lished free of charge. Speakers and
lecturers are invited to send in their
announcements. No. 111, Information
concerning the time and place of
announcements of meetings, etc.,
will be published in the "Morning
Bulletin" on the day following the
actual meeting. Collection taken or articles
and money received at a meeting
will be forwarded to the news
editor.

The Daughters of Norway are invit-
ing all members to a meeting on
March 13th, in the Separate School
Hall. For information, phone 2941.

McDonald's Sons' Association meet
the 13th, at 8 o'clock, in the Hotel
Alberta. For Budge study, and open
class discussion of the lesson.

The Postal Clerks' Association will
have a meeting on Saturday, March
13th, at 8 o'clock sharp, at the Hotel
Alberta. The season is now drawing to
a close, and the association hopes to see as many
of their friends present as possible
and who will be heartily welcome to a
tended.

At the People's Forum, next Sunday
evening at 8 o'clock, Mr. L. W.
Rosenberg, author and lecturer, will give
lectures for the Theosophical Society,
will lecture on "Reincarnation."

The ministerial association will
have a meeting on Saturday, March
13th, at 8 o'clock, at the Hotel
Alberta. The season is now drawing to
a close, and the association hopes to see as many
of their friends present as possible
and who will be heartily welcome to a
tended.

The general monthly meeting of the
Dominion Society of Canada is postponed till March
19th.

Tickets for the Irish concert, March
13th, are on sale at each and Con-
nally, Dominion Hall and the Rotunda.

The Argonaut Social Club are hold-
ing a meeting in the Separate School
every Wednesday and Saturday
Lunch.

A general meeting of the sharehold-
ers of the Canadian National
Bank Company will be held in the
office of the company, 124 McDonald
Street, on Saturday afternoon, at the
usual hour.

The last of the series of public lec-
tures on the philosophical "Problem
of Life" will be given by Prof. D. D.
Keveli in the main teach-
ing hall of the University on
Tuesday next, March 13th, at 8½ o'clock.
Prof. Keveli, who is the professor of an
international reputation, will speak
for his subject "The Human Hand,"
and the lecture will be illustrated by
diagrams and lantern slides, and
should draw a large audience.

At the regular meeting of McLean
and Epworth League on Monday even-
ing next the speaker will be Prof. W.
L. H. D. Keveli, who is the professor of
the Canadian National Bank Company
for his subject "The Human Hand,"
and the lecture will be illustrated by
diagrams and lantern slides, and
should draw a large audience at 7:30.

Mr. Astley, superintendent of the
Methodist Seminary, will preach in
Albany Street Methodist church Sunday
evening at 7:30.

With the object of celebrating Eng-
land's Day, St. George's Day, and the
enthronement of King George V, and
also assist recruiting, and to
thank the men who have enlisted,
the mayor of the mayor in the
council chamber on Tuesday, March 13th,
will be present at the hall, and members of
local societies and orders are
especially invited to attend.

NORWEGIAN BARK STOCK
The bark of the Norway spruce
which sailed from New York, February 4
and for Havre have been sunk.
Three members of the crew were lost.

**Hotel Selkirk
ORCHESTRA**

With the famous Violinist of New York
Tom De Stefano

Dining Room

Open daily 6 a.m. to
8 p.m. 12 to 12½

Lunch from 12 to 2½

50¢ Cents

Twenty-five cents

TEA

Afternoon Tea
and Luncheon

10¢

ROTH, MCDONALD
Prop.

Do not drop your insurance because "times are hard."

You need the protection now more than ever.

A serious loss with no insurance
would not improve matters.

Think it over, and insure with

McGeorge & Chauvin

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HANDLED.

**CELLULOID HAT
PROTECTORS**

FOR SOLDIERS 25¢.

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Premier Jewelers
Cor. Jasper and 99th Street

RE

YALE HOTEL

10128 103 ST. EDMONTON

The Old Established Family Inn
Executive Flats

ROOMS

With Bath 75¢ to 100
With Bath 100 to 150
For Females 50 Extra
Special Rates for the Week

MEALS

Each 25¢ to 35¢

Special Attention to the Conduct
of Ladies Travelling alone, as
with the best of Care.

Guests are welcome to call on
the proprietors.

Guest

AUTOMOBILES

NEW OFFICERS ARE ANNOUNCED

F. J. Sleight Appointed General Manager Toronto Overland Factory

Announcement is made by John N. Willys, head of the Willys-Overland Limited, of the recent appointment of F. J. Sleight as general manager of the Toronto plant.

Mr. Sleight is thoroughly familiar with the manufacture of Overland cars, was former manager of the Elgin Park factory, and is in general management of the Canadian business in the Willys-Overland Company.

Mr. Sleight is a manufacturing executive, capable of directing a factory along the most efficient lines. His experience in the automobile field has given him an industrial knowledge which will prove valuable to the Willys-Overland Company.

On carrying on the extensive development plans which are now under way, Mr. Sleight will be assisted and will have the advantage of the advice and engineering skill of the Willys-Overland Company. The plant is to manufacture both Overland and Willys cars, and the plant is to be of large size and of economy of quantity production the standard company is to be able to offer a price to render assistance than any other company.

Aside from this the Willys-Overland Limited will be conducted as a separate and independent Canadian corporation.

At the meeting of the Willys-Overland Limited held on January 19th the following officers were elected: President, John N. Willys; Vice-President, F. J. Sleight; Vice-President, T. A. Russell; Vice-President, F. J. Sleight; Secretary and General Manager.

The directors elected were: John N. Willys, Harry T. Dunn, Walter H. Willys, F. J. Sleight, J. C. A. Stark, T. A. Russell, Lloyd Hart, Mr. Scrofield.



NEW MAXWELL PLANT AT WINDSOR TO COST \$65 000

Big auto concern buys 7 acres. To turn out 20 cars daily for Canadian trade—will be 4 immediately.

NEW FACTORY FOR MAXWELL

\$65,000 to be Spent in Erecting Big Plant at Windsor, Ontario

WINDSOR, Ont., March 14.—With preliminary four acres of 36,000 square feet, seven acres of ground to be added, and a total cost of \$65,000, a new Maxwell factory will be erected at Windsor. Ontario, by the Maxwell Motor Co., of Canada, Ltd. This afternoon, Mayor A. W. Jackson, following a conference with Mr. W. H. Wilcox, president of the Maxwell Company, which the promotion was finally ratified.

The new factory will supply Maxwell cars to Canada exclusively. It is planned to turn out 20 cars daily, and it will add \$2,000 weekly to Wind-
sor's pay-roll records.

The new plant, apart from school rates and local improvements, for 10 years, will be a concession granted.

Two concessions granted

to the new plant, and the new plant

because of its geographical location.

The newest shipping facilities, and

the close proximity to Detroit.

The first building to be erected in the Maxwell Company will be the "new tooth variety."

It will be 300

feet long, 40 feet wide, and will be equipped with machinery of the most modern type.

It will be employed to work with Canadian materials, that the Maxwell plant will be a Canadian plant.

Through the efforts of Commissioner Chas. L. Blaker, Alderman Birrell and Mr. Sleight, a accommodation has been secured with the Essex Terminal and Dock Company, at the port of Windsor, connecting all manufacturing plants with the shipping port, as well as the port of Detroit.

President Flanders of the Maxwell Company, when interviewed, was very pleased with the news, and said it is a great opportunity for Canadian manufacturers.

"The last year in Canada," he said, "the sales were not good, but our one aim was to market an automobile which would be competitive on Canadian roads, selling it at the lowest price possible, complete with equipment. We did not, however, anticipate the demand for our cars, and it is for this reason that we are quite enthusiastic about the new plant. We are sure that it is sufficient assurance of the success of the new plant that it will be in all lines of manufacturing, and our sales will be correspondingly large.

A close analysis of the market of Canada shows that the new opportunities, seldom expressed, have invariably been taken advantage of.

His prophetic acumen has not been contradicted, when he has already predicted that the new plant will be a success.

Plans for the new Maxwell plant are already in the hands of the contractors, and building operations will be commenced immediately.

BRITISH SUCCESSES IN EAST AFRICA

LONDON, March 16.—Lieut.-General Jan Christian Smuts, British commander in the campaign against German East Africa, has reported the occupation of Tanga, which was officially announced this afternoon.

WALKERVILLE MODEL PLANT

Studebaker Factory Built to Meet Growing Demand For Popular Car

That Canada is fast taking a place of leadership among the world's manufacturers of motor vehicles, is the observation of J. de Gruy, Canadian sales manager of the Studebaker, Inc., Canadian factory, located in Walkerville, Ont.

"There are a number of manufacturers in Canada who have not been established or have announced their intention to establish factories in Canada," says Mr. Gruy. "I believe that within five years every important manufacturer in the world will be having a factory in this country."

The Studebaker Corporation was a pioneer in approaching the advisability of locating a factory in Canada, and it has gone into it on a large scale, too, and has a plant in Walkerville which is second to none in Canada in size and equipment.

The Studebaker plant is a factory building with plenty of

light all around so as to make work



WALTER E. FLANDERS
President of Maxwell Company, who has now started a factory at Windsor, Ontario.

ing conditions ideal. We have spared no expense in securing the highest quality of materials and the best equipment to ensure that the Studebaker product will maintain the high standard of quality which it has.

Canada has found itself as a market

for quality automobiles at prices that are moderate. This country has been blessed with great natural resources, and the people who make the most of those resources, therefore, have the means to buy. The automobile generally comes at the ability to buy, and the automobile is the means to buy.

The greatly increased sales of Studebaker cars in Canada has been a reflection on the prosperity of Canada, and the automobile industry has made a beginning. Our factory output is increasing, and we have fixed to capacity 40 orders, and we expect the demand for our series 17 cars.

NON-COMBATANTS KILLED BY GERMANY

LONDON, March 16.—The number of non-combatants killed by Great Britain's enemies since the beginning of the war aggregated 1,000,000, according to a report written in reply to a request for information by the House of Commons. Forty-nine men, thirty-nine women, and thirty-one children were killed in raids on British towns. One hundred and twenty-four men, twenty-four women, and 11 children were killed in air raids. Approximately 2,700 non-combatants lost their lives in naval and British merchant and fishing vessels.

On March 8, 1916, but the detailed figures are not available.

Overland

\$850

Roadster \$825

Model 75, f. & b. Toronto

Here is the car that all the world has waited for.

Here is the car that all the world is buying faster than we can produce.

You've got to have a car.

But you don't have to pay a large price. Nor do you have to be satisfied with a small, uncomfortable car which keeps you in a state of mental dissatisfaction and physical discomfort.

The \$850 Overland solves the problem.

Seats five comfortably—no crowding or jamming.

Cantilever rear springs—

Soft, deep upholstery built up over long spiral springs—

And four-inch tires.

These features make it ride easier than many of the big high-priced cars.

It has a powerful and snappy in bloc motor—

Is electrically started and electrically lighted—

Has electric control buttons on steering column—

And all the very latest touches of up-to-date research and refinement.

It is light and economical, but with good style, beautiful finish and phenomenal riding comfort.

Only \$850.

And that's complete. Everything with it. Nothing extra to buy.

You've got to have a car. Order this Overland.

EDMONTON GARAGE LTD., Distributors

Jasper and 121st St.

Phone 81762.

Willys-Overland, Limited, Toronto, Ont.



Representing the supreme effort of the GREAT Studebaker factory in Walkerville, the GREAT factory of the Studebaker Corporation and the long, long years of Studebaker's successful manufacturing experience, these new SERIES 17 Studebakers are the highest valuation that Canada has ever seen.

In POWER, the new Studebakers are absolutely without rivals at such prices. No other 7-passenger, 4-cylinder car can match the new FORTY Horse Power at any price such as \$1225, and the new FORTY Horse Power SIX is priced as low as \$1450.

Both are SEVEN-PASSENGER cars, with a roomy interior, well finished and finished as few cars at any price are finished. And both have the latest refinements in finish and mechanism, and have made these new models the sensation of 1916.

See the new Studebakers you decide on any. Note:

—DIVIDED and adjustable front fenders;

—tank in rear with Stewart & Foster tank.

—FULL, strong rear axle with complete equipment of shock absorbers;

—overlapping, storm-proof windshield;

—deep, wide fenders;

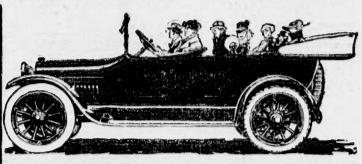
—upholstery of the finest straight-grain, semi-gloss leather;

—more conveniently arranged front entrance which with indirect illumination;

—Studebaker-Wagner Starting and Lighting.

And THEN, decide on any other car in the market offers you a better value for the price.

SCOTT MOTOR, LTD., Agents.
Distributors for Northern Alberta.
Service Station, 10010 102nd St. Phone 2411.



SERIES 17

FOUR forty horse power \$1225

SIX fifty horse power \$1450

Made in Canada



Four Cylinder Models Six Cylinder Models
Touring Car, 7-passenger . . . \$1225 Touring Car, 7-passenger . . . \$1450
Roadster, 3-passenger . . . 1295 Roadster, 3-passenger . . . 1425
Landau-Roadster, 5-passenger . . . 1375 Landau-Roadster, 5-passenger . . . 1700

F. O. B. Walkerville

BUSINESS CARDS

Continued.

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(Continued). BARDHSTERS, SOLI-
citors, etc. Suite 100 McLeod Bldg.
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100 McLeod Bldg., Toronto, Ont.
BENEDICT & STUART, BARDHSTERS,
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Ave., Suite 1, Toronto, Ont. Advertising
opposite Q.T.P. Hotel, Phone 2887. A-1COPPER, WALTER, WELLER, BLDG.
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Solicitors, Notaries, Suite 203 1/2 E. G.
Bldg., Phone 6888. Money to lend.DEUTER, COVAN, BARDHSTERS, SOLI-
citors, etc. Suite 100 McLeod Bldg.,
E. G. McLeod Bldg., Phone 8725. A-1

BOOT AND SHOE REPAIRING

PROGRESSIVE SHOE CO., LTD.
"Don't hope for the best, but do your
best." 100-102 1/2 Yonge St., Suite 100-102
Furd and Jasper Ave., Toronto, Ont. A-1CHAMPION SHOE REPAIR CO., FIRST
CLASS SHOE REPAIRS, 100-102 1/2 Yonge
St., Suite 100-102 1/2 Yonge St., Suite 100-102
Furd and Jasper Ave., Toronto, Ont. A-1FOUR BEST SHOE REPAIRS—EDGARD'S
Great West Shoe Repair, 10247 Yonge St.,
Suite 100-102 1/2 Yonge St., Suite 100-102
Furd and Jasper Ave., Toronto, Ont. A-1

COAL AND WOOD

MILL, WOOD, POPLAR AND TAM-
ARINDA, 100-102 1/2 Yonge St., Suite 100-102
Furd and Jasper Ave., Toronto, Ont. A-1LUMP COAL, \$5.00 PER TON, POPLAR
wood, \$2.00 per bushel. Phone 3265. Mc-
Lellan, 100-102 1/2 Yonge St., Suite 100-102
Furd and Jasper Ave., Toronto, Ont. A-1SING PHASE, MELCHIOR & CO.,
importers for Black Diamond Coal. Firewood on
order. Phone 1885. D-1WILLIAM COOK OF COAL—THENS
of Market, Phone 1066. Market Coal Co.

CHARTERED ACCOUNTANTS

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H. W. Baldwin, C. W. Dow, F. C. Bowman,
K. W. Baldwin, C. A. Bowman, F. R. A. A. C. A.
Chartered Accountants, Auditors,
Phone 1147. Jackson E. Jasper, Atc.

CHIMNEY SWEEPS

LUDWIG'S CHIMNEY SWEEPER—THE
highest price you pay is 15¢ for cleaning
chimney, furnaces, pipes. Day or
night, phone 3213. D-1

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SPHINX CORSETERS—BONING GUAR-
ANTEED, our year. Professional corseters
will call you. 100-102 1/2 Yonge St., Suite 100-102
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ATED IN SWITZERLAND, University of
Munich, 100-102 1/2 Yonge St., Suite 100-102
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his office from 221 Yonge Block to Room
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Furd and Jasper Ave., Toronto, Ont. A-1L. V. JANER, D. D. S., KIRKALTA
DENTIST, 100-102 1/2 Yonge St., Suite 100-102
Furd and Jasper Ave., Toronto, Ont. A-1J. T. KIRKALTA, D. D. S., 15-16 CANTON
block, Yonge St., Suite 100-102 1/2 Yonge St.,
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Yonge St., Suite 100-102 1/2 Yonge St., Furd
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St., Suite 100-102 1/2 Yonge St., Furd and
Jasper Ave., Toronto, Ont. A-1DR. FRANK HUGHES, DENTIST, BLDG.
8 and 9 Credit Fonterie Bldg., Phone 1066.
A-2

DETECTIVE AGENCIES

THIS NIGHT WEST PROTECTIVE AG-
ENCE, 100-102 1/2 Yonge St., Suite 100-102
Furd and Jasper Ave., Toronto, Ont. A-1WEAR DYE FOR YOU—CLEANING,
bleaching and dressmaking. Empire
Laundries, Phone 1016. D-1

DYERS AND CLEANERS

WEAR DYE FOR YOU—CLEANING,
bleaching and dressmaking. Empire
Laundries, Phone 1016. D-1

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EXHIBIT, PIANO, MOVERS, PIANOS

safes and furniture moved, crated and
shipped. Phone 1016. D-1FIREMAN'S FUND, 100-102 1/2 Yonge
St., Suite 100-102 1/2 Yonge St., Furd and
Jasper Ave., Toronto, Ont. A-1

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MANUS BROS., 500 SECOND STREET,
Fire, Employers Liability, Automobile,
Life, Health, Accident, Fire, Marine, etc.
Money to loan. Phone 1087. C-1

MUSIC

BRITISH AMERICAN CONSERVATORY
of Music, Musical, Violin, Piano, and
String Instruments, 92 Second Street,
Phone 2706. N-20-1MUNITION ACADEMY, 100-102 1/2 Yonge
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Jasper Ave., Toronto, Ont. A-1RENT YOUR OWN INFLATABLES AND
OUTDOOR EQUIPMENT. The Bulletin when
renting to these advertisements.

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TOTAL ORDER OF
MOOSE
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MUSIC

